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Digest

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WELCOME - BROTHER - WELCOME

THOSE who refer to Toronto as "Toronto The Good", always say "period", making the statement final; but oftimes the inflection is that we are not as Good as we pretend to be. I do not know how we earned this salutation, although I was born in this goodly city, the Queen City of Ontario.

I have heard Toronto spoken of as Hog-Town, with emphasis on the first word. The first time I heard the expression, I looked at the speaker and said, "Are you referring to Hog-Hollow?" "No", said this informer, "I am referring to Toronto, which hogs everything".

I could see by the look in this person's eye that he was prepared to tell me everything, but I was not inquisitive, and being a little "touchy" about my own city, I changed the subject.

When one is born in a city or a town, and one's grandparents were a part of the growth of the city, you know everybody and everybody knows you. It is difficult to realize that such a city or town can be formal or unfriendly and show no spirit of hospitality to visitors or strangers.

And yet, visitors have told me that Torontonians are cold. They say, "Where are you from — Winnipeg — Calgary — Vancouver? Hope you enjoy your visit here." And that finishes it.

But we are not like that today. If you visit Toronto, you will find that it has emerged from its half-city, half-village state into a real city and its people have emerged with it.

Those of us who permit ourselves the luxury of dreams can see Toronto as a big interesting city, with a decided flair for culture, which has developed with our appreciation of Arts and Letters.

Big Movie Town

While Toronto has but one Road Show Theatre, the Royal Alexandra, it has over one hundred Motion Picture Theatres and these theatres have helped to make Toronto a big city, for they have helped to build business streets in districts which formerly had wide open spaces.

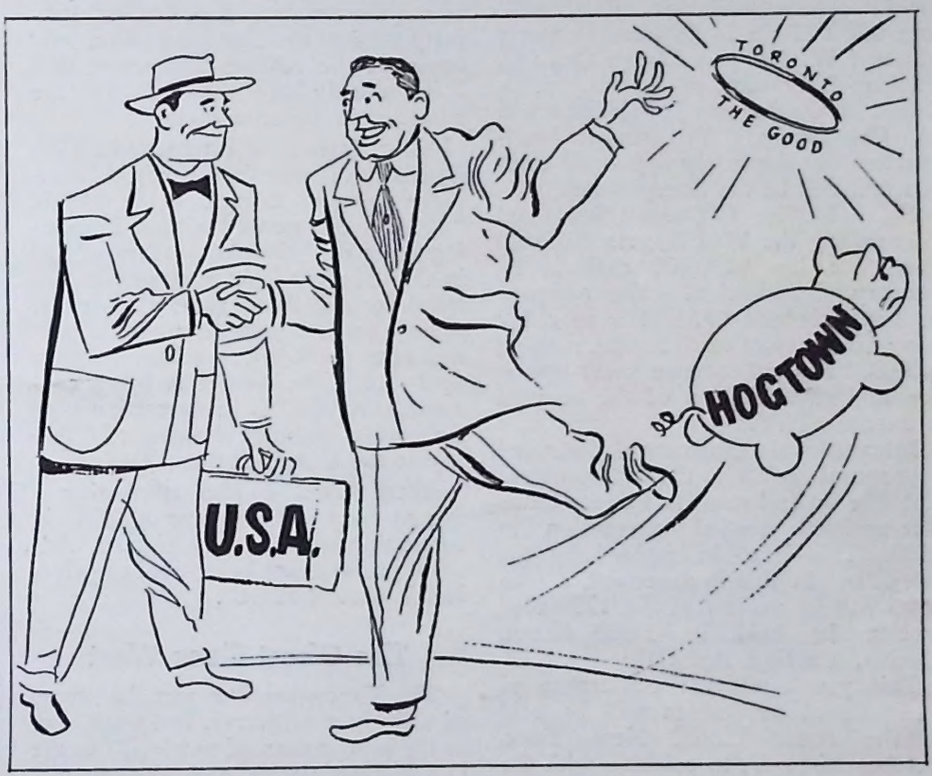
Shopping facilities have helped to promote the building of homes; and, during the past ten years, Toronto has spread itself North, South, East and West until now the area which is called Toronto, has enough space to house, should building continue at its present impetus, many more hundreds of thousands of residents.

The streamlined construction of new theatres, with the extensive use of vitrolite and glass fronting the streets on which they are located, have changed other construction; and merchants have followed theatre plans, helping to beautify our city.

When a city like Toronto, where the dominant language is English, grows up sufficiently to enable it to support three theatres which present foreign-language pictures, The Towne, The International Cinema, and the King, when an important theatre like the Hollywood introduces a foreign-language picture on its program one day weekly, and when two other theatres in Toronto are nibbling at the foreign language picture idea, you must conclude that such a city is coming very close to being called cosmopolitan, which is preferable by far to being called, "Toronto The Good" and "Hog-Town".

In 1948, at the Exhibition Park, we had our first International Trade Fair, to which came visitors from

(*Continued on Page 6*)



GOOD-BYE HOGTOWN!

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Variety Plans Future At San Francisco

The International Canvasmen (officers) of the Variety Clubs International 13th annual convention, held their first general meeting last week. International Chief Barker Robert J. O'Donnell announced that the application for the Variety Club of Great Britain was approved and plans are in the making for the inaugural opening to be held in London sometime in the latter part of July.

Robert Wolff, Managing Director for RKO Pictures in England is slated to become the first Chief Barker, with C. J. Latta, Managing Director of A.B.P. Corp., Ltd., taking the part of the 1st Assistant Barker. Other officers will include L. Wilson, Property Master; W. Kupper, Dough Guy; C. Tucker, J. Perkins, A. Abeles, Jr., B. Goetz, D. Coplan and J. Friedman will be Canvasmen. Temporary headquarters for the newly appointed London tent will be the Savoy Hotel.

Chief Barker O'Donnell informed the meeting the Will Rogers Hospital Fund Inc. has $270,000 cash in its treasury. In addition, major companies have pledged $75,000 a year for two years, a total of $150,000, making $420,000 assured for two years operation and rehabilitation of the hospital at Saranac, N.Y.

International canvasmen discussed a proposal to have the international tent take on and run the Variety Clubs International annual convention in 1950. This is to be ratified by the delegates. If this is approved, a proposal will be made that the 1950 convention be held in Boca Rotan, Florida, starting April 9.

This year's midyear conference of international canvasmen will be held at the Astor Hotel, New York, October 25 to 27, to coincide with the induction of the New York Tent officers headed by Max Cohen, which will take place the night of the 27th. If a midyear conference is held in 1950, it will take place in Mexico City.

Morris Stein, delegate of Toronto, Canada, Tent 28, planed in to San Francisco on May 3rd. He is expected to give a full report on The Convention at the next meeting of Tent 28.

Pete Smith Signs Anniversary Pact With MGM

Pete Smith, MGM's humerous producer and commentator of the Pete Smith Specialties, has celebrated his silver anniversary with the company by signing a new, long-term contract.

Smith has produced 201 short subjects since he started making them. Twice he has been rewarded by winning the Academy Award and has won Academy nominations virtually every year since the organization started giving awards for shorts.

Novel Campaigns for "Canadian Pacific" & "Tulsa"

20th Century-Fox has arranged a coast-to-coast tie-up with House of Westmore Limited on "Canadian Pacific", their latest Cinecolor release. The Canadian Pacific Railway has also come in on the campaign with mountain pictures and display posters.

A complete publicity kit on the picture is available to all exhibitors who wish to take advantage of its exploitation possibilities. The kit includes stills of the stars of the picture using Westmore make-up, CPR photographs and instructions on how to get the most out of the tie-up in cooperation with the various Westmore outlets across the country. Sam Glazier, publicity head at the Fox head office, who arranged the scheme, announces that it has already been utilized in 35 store windows in Toronto alone.

Irving Herman of International Film Distributors also has a novel campaign going on their latest big release, "Tulsa". Author of the most interesting essay on "The Advantages of Oil in Our Modern Life" will win an Admiral combination radio-phonograph console as first prize in a special contest open to Toronto school children up to 18. The contest is being conducted over CFRB in connection with the current premier showing of "Tulsa" at the Odeon-Carlton, Toronto.

International is also sponsoring a photography contest over CKEY in connection with the same picture. Admiral products are being used as prizes in this contest as well.

The Ghost Goes West

The Vancouver Sun was the centre of a lively controversy, last week, due to the brief return of vaudeville to the Odeon-Hastings in east Vancouver.

Jack Scott, an editorial writer on the Sun, started the ball rolling in a short article on the show at the Hastings, in which he stated that "the lusty talent of the old days was gone. It was just the ghost that returned, and dreadfully threadbare at that."

From the indignant replies that flowed into the Sun after the item appeared, it would seem that 'the ghost' still retains its place in the minds and hearts of some Vancouverites, at least, and certainly prevails as far as the Odeon officials are concerned.

Although the stage-show experiment was dropped after three weeks, the reason given by Odeon is in no way discouraging to possibilities of more vaudeville in the future. They state that there is a shortage of good acts at present, due to there being no established circuit in the Pacific area. However, this obstacle is expected to be overcome by the fall season and, if so, Odeon will resume stage shows at the Odeon-Hastings at that time.

« Prairie News »

WINNIPEG had its first "Owl Preview" on May 11, when the Capitol theatre presented "The Stratton Story," starring James Stewart, at a special showing commencing at 11.30 p.m. under the auspices of Canadian Motion Picture Pioneers.

The unique entertainment was presented for a charitable purpose with entire receipts going to Pioneer's Benevolent Fund, which cares for ill and indigent members of the film industry.

* * *

There is considerable talk of opening a tent of the Variety Club in Winnipeg. One of the prime movers of the proposal is Bob Hurwitz of the Main St. Pool.

* * *

Changes in the management of Famous Players theatres in Winnipeg were announced this week. Andy Ostrander will move from the Tivoli theatre to the Uptown, replacing Hilliard Gunn, who is being transferred to the Metropolitan theatre, Regina. Lou Termeer, assistant manager of the Metropolitan here becomes manager of the Tivoli theatre. Ralph Crawford, Metropolitan treasurer, has been promoted to the post of assistant manager at the same theatre.

* * *

Misho Triller, owner and manager of the Dominion Theatre, Winnipeg, is taking his wife, who is seriously ill, to Minneapolis for a checkup.

* * *

Harry Cohen is remodelling his Plaza Theatre, Calgary. On completion of the renovations, he intends to transfer his foreign-language picture policy of one a month from the Crescent to the Plaza.

Harry is also remodelling the Valor Theatre in Winnipeg and will go into a second-run policy there.

* * *

Meanwhile, Harry reports business with foreign language productions at the Crescent, Calgary, has been excellent, having played "Barber of Seville" and "Shoeshine" to packed houses. He has "The King's Jester" dated in May and "Before Him All Rome Trembled" in June.

* * *

Harry Bercovitch, owner of the Broadway Theatre, Regina, suffered a fall in the theatre during which he was badly shaken up. Harry was away from his desk for several days during which time his son, Arnold, carried on for him. Mr. and Mrs. Bercovitch are anticipating a trip to Winnipeg in the near future.

* * *

The Garrick Theatre is being closed sometime in June for extensive renovation.

RAY PRESENTS

T. JIM ALLARD, general manager of the Canadian Broadcasters, appeared to disagree with statements made by Ernest Bushnell, director-general of CBC programs, in connection with the cost of television in Canada.

Bushnell is alleged to have said that television costs thirty to forty thousand dollars per hour. Allard states that these figures are "nonsense".

"The CBC has stalled television completely", said Mr. Allard, "so why does its director-general of programs try to frighten off sponsors?"

Allard continued: "Mr. Bushnell is credited as saying there are no sponsors in Canada who can afford television. The independent stations know of many.

"But Mr. Bushnell said more than he apparently intended. For if there were no Canadian sponsors, how would CBC pay for television — by importing American productions which it always says are so bad, or by taxing the life out of its listeners?

"Apparently the latter, for Mr. Bushnell is quoted as saying the listeners will always have to pay for television. The listener doesn't pay a nickel in the United States and shouldn't have to here.

"Independent stations applied to the CBC for a go-ahead signal on television-without-taxation. The CBC stalled. The offer still stands".

MEANWHILE, we appear to be no further ahead in our Television in Canada, and there is a likelihood that, if we wait much longer, something newer, bigger and better may be developed. Public interest is somewhat more tempered than it was six months and a year ago.

Arthur Mayse, Toronto man, sells his story to the Saturday Evening Post for fifteen thousand dollars, the highest price ever paid to a Canadian writer by this magazine.

The 75,000-word serial, has the title, "Perilous Journey". It will be published in seven installments as a "romance-adventure". It deals with Chinese opium smuggling along the British Columbia coast.

MAYSE was born on an Indian Reserve near Norway House in Northern Manitoba and is the son of a missionary to the Indians.

He relates that, in connection with "Perilous Journey", he finished the draft of the story in about three weeks and then worked on it for its finale for another six months.

Book publishing rights to the story have been purchased by Wiliam Morrow, New York. Mayse is at present at work on another book.

Edward Everett Horton is the star of the Noel Coward play, "Present Laughter", which played the Royal Alexandra, Toronto, last week. He managed to capture close to a page of story and pictures in the Toronto press, being the central figure in a "Jaywalking Caper" through which adventure he tied up traffic for fifteen minutes and was arrested twice. Toronto city laws prohibit pay-walking under penalty of a fine. The white tickets delivered cost one dollar.

HORTON has been doing Television shows at $1500 for an hour telecast; "But", said Horton, "with rehearsals included, it works out at one cent a minute, which isn't good".

Horton believes that Television means a new break for the short story writers and a new life for the actor. "After a television show", said Horton, "I'm standing on a corner, a truck driver goes past, and he yells, 'Hey Eddy, saw you last night'."

At a sub-committee meeting of the Toronto Council, it was decided that the new Canadian National Exhibition grandstand will not be used as a motion picture theatre, although three applicants had made a request for such a license. The applicants were David Ongley, solicitor, Albert Glasier, and Joseph Rosenfeld, solicitor.

THE Committee agreed that it must not go into competition with private business, and agreed further to restrict the grandstand to such entertainment as band concerts. Con. Allan Lamport suggested that Canadian and some American bands be invited to give summer concerts. Representatives of theatreowners in Toronto opposed the showing of motion pictures at the grandstand, stating it would compete with their own business.

Robert Anderson, who directed the Canadian prize-winning film, "Drug Addict", produced by the National Film Board, was surprised to learn that at the request of H. J. Anslinger, American Commissioner of Narcotics, this film is not being shown in the United States.

While the ban is not official, the U.S. Government made a "friendly request" to the Canadian Government asking that the film not be shown in the U.S. and Canada complied with this request. National Film Board's New York office has not distributed this film since.

DR. ALFRED LINDESMITH, Department of Sociology, Indiana University, conceded to be an authority on the problem of narcotics and their illicit distribution with which the film deals, and who is the author of "Opiate Addiction", recently visited Ottawa to talk to officials and to see the film. Dr. Lindesmith is most active in a campaign to show the film. He has stated that Commissioner Anslinger "has exercised an arbitrary and unauthorized act of censorship" in asking for the ban of the film of which Dr. Lindesmith said, "It is the only honest film I know of on the subject. If we are going to learn anything about drug addiction, it is important that the discussion of the subject be free".

Paramount reports gross income for the year which ended Jan. 1st, 1949 of $177,715,518, excluding operating revenues of partly owned non-consolidated companies, but including dividends from affiliated companies and from wholly owned foreign subsidiaries not consolidated.

Gross income previous year was $191,505,875. Earnings per share were reported at $3.63 against $4.43. Net profit was $24,357,102 against $31,440,477.

BARNEY BALABAN, President, stated in the report that $8,600,000 was spent for net additions to fixed assets and investments during 1948 and $3,500,000 for reduction of bank debt. Acquisition of the company's common stock accounted for $8,269,000, and $13,788,000 was used in payment of dividends. As a result, net working capital decreased by $10,420,000.

Mr. Balaban is hopeful of turning the corner in production-distribution sometime during the second or third quarter of the present year, since Paramount is in the final stage of amortizing the pictures which remained in inventory from the period in which retrenchment measures were introduced. The turning of the corner is predicated on markets holding.

(Continued on Page 8)

Toronto and District

By BILL PRESS

AMONG those who attended the re-opening of the Jewel Theatre, Cannington, were President Dick Main of the Ontario MPTA, who officiated as master of ceremonies; Chief Inspector Dan McPhee and T. E. Elliott of the government theatres branch; Arch H. Jolley, Deputy Reeve H. Wilson, Lionel Lester of National Booking Service and Bob Ferguson of Gaumont - Kalee Limited, Toronto. Douglas Wark came over from Burke's Falls where he owns and operates the Blue Bird Theatre.

Angus Jewell has practically a new theatre at Cannington. Although it seats only 174 persons, he put in new projectors and sound equipment, plastic screen, opera chairs and new ceiling. The front has also been modernized.

* * *

To popularize the Saturday morning club, the new Odeon at Brantford has been host to mothers of juveniles, the latter paying 12c admission. The mothers are guests on the house.

* * *

Archie Laurie bustled back to Odeon headquarters in Toronto on May 10 after another stay in Ottawa to prepare for the opening of the new Odeon there which was set for May 21, one week later than expected.

With the opening of the theatre, a number of managerial changes have been made in Ottawa. Gordon Beavis has taken over the new unit to be succeeded at the Centre Theatre by Frank Gallop from the Glebe where the new manager is Jack Gibson, formerly of the Elmdale, for which a new manager is being named .

* * *

At the Granada Theatre, Hamilton, Manager Paul Turnbull arranged a boxing show for "The Set-Up". The ring was set up on the stage but suitable lights were not available and the bouts had to be cancelled.

Manager Sam Hebscher of the Hamilton Savoy added considerable business by the holding of boxing bouts on the stage in connection with the engagement of "The Big Fight", starring Joe Palooka. Prominent scrappers took part in the fistic program. Hebscher tells us that he got the idea for the fight from one of our own articles in the Digest wherein Ray Lewis recalled the time when fights were held at the Savoy regularly.

* * *

Fifty-one members of the Toronto film group contributed $58,385 *to the United Jewish Appeal at a special dinner in the Columbia film exchange, Carlton Street, which was addressed by Mrs. Barbara Lawrence of New York. Further returns were being received on following days for the campaign.*

* * *

The Hollywood Theatre, Toronto, has gone a step farther in the presenting of special pictures. For some time a foreign feature has been brought to the screen each Thursday night. The policy has now been adopted to show a picture from a great book every Monday night as an added attraction, starting with "The Razor's Edge".

* * *

The Ontario censor board gave adult grading to the following additional features: "Bride of Vengeance", "Good Time Girl", "Knock on Any Door", "Too Late for Tears" and "Once Upon a Dream". * * *

Another "International Cinema" has made its appearance following the remodelling of the Community Theatre in Hamilton which re-opened May 12 with a policy catering to class clientele. The first picture was "The Lost One", the Alexandre Dumas' love story.

The Community was previously paired with the Granada Theatre for an action-picture policy.

* * *

The Temple Theatre, Windsor, had a weekend double bill which also had two serials, "Superman" and "Daredevil of the Skies", as well as a cartoon. Children at the Saturday matinee received comic books without charge, too.

S. A. Doane Is N.S. Censor Board Delegate To Toronto

S. A. Doane, Chairman of the Nova Scotia Censor Board, arrived in Toronto as a delegate from the Province of Nova Scotia Court of Independent Order of Foresters, whose Convention takes place at the Royal York Hotel, May 17th, 18th and 19th.

The Canadian Moving Picture Digest

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John C. Sperdakos, assistant Advertising and Publicity Director of United Amusement Corp. Limited, Montreal, Que. announces his engagement to Miss Loula Demetre of Montreal. Miss Demetre is the youngest daughter of the late Mr. and Mrs. P. G. Demetre. Mr. Demetre was formerly Vice-President and a director of the United Amusement Circuit of theatres, and was the sole owner of the Stamford race-track in Niagara Falls, Ont.

John Sperdakos was formerly manager of the Monkland and Regent Theatres prior to his promotion to the Advertising and Publicity Dept. The marriage will take place in the Fall.

* * *

Following complaints, the York Township council decided to send notices to the 36 theatres in the suburban area to request that the showing of adult movies at Saturday matinee performances be discontinued. Manager W. H. Lachenhaur of the Mount Dennis Theatre said there weren't enough strictly juvenile features to supply all theatres.

* * *

Doug Wark's new quonset type theatre at Uxbridge, Ontario is scheduled to open May 24th. Royal Sound Master sound and projection equipment is being installed by Perkins Electric Company Limited.

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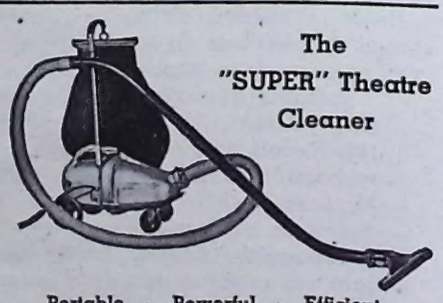

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VANCOUVER TORONTO MONTREAL

June CCO Release To Be Printed On Safety Film

The Film industry generally will be watching the June release of the National Film Board's theatrical series, Canada Carries On. Issue will be printed on safety stock which, although still in the experimental stage, has reached a point in development where it is believed it will stand up under a normal run in theatres.

Producers of raw stock have been experimenting with various base materials for some time, and test issues have been distributed in a few cases in the United States. Close check will be kept on the CCO issue next month to determine its life, and how it stands up under the strain and heat of film-house projectors.

End Of Ban

Should safety stock come into general use, authorities believe it may herald a new day in theatre safety. It might easily mean the end of the Quebec province ban on children under 16 attending theatre, with adults or alone, brought on by a disastrous fire in the Laurier Palace theatre in Montreal in January, 1926, in which a large number of children were killed in a holiday-time disaster. The ban officially denies children entrance to theatres for "security" reasons, but it was a direct result of the blaze.

In Toronto, D. N. Spring, of Canadian Kodak Sales, has also made a statement about the general availability of 35 mm. safety film for commercial use. Mr. Spring has advised Hans Teisler of Film Laboratories that it is most unlikely that shipments of safety film will be made to Canadian Laboratories before the end of this year in anything like the quantity which is required for commercial printing. Teisler estimates that, at the present rate of consumption, Canadian printing labs use 50 million feet of film a year.

Every effort, we are told, is being made to increase shipments of this particular film, but it is not expected that a complete change-over can be made for at least eighteen months.

T. J. Gould Presents Lion Pins in St. John

A presentation of "Lion Pins" took place at the office of M.G.M., Saint John when those who have been associated with the company for over ten years were given gold and diamond pins. The presentation was made by T. J. Gould, General Manager from Toronto, and the recipiants were: Abe Smith, Manager, Eric Golding, Booker, Miss G. Breen and "Tommy" Mann. Others who also received pins were Gertrude Powers, and Misses Helen and Doris Selick (now Mrs. Mendleson of Sydney, N.S.).

Kershaw Opens Drive-Ins

Frank Kershaw, formerly head of General Theatre Supply Co. and Theatre Confections in Toronto, is opening three drive-in theatres in the Alberta territory. The first, at Calgary, is expected to open May 20th; the second, at Edmonton, two weeks later; and the third, at Lethbridge, in midsummer.

In addition, Mr. Kershaw is now doing buying and booking for the new drive-in theatres in Alberta and Penticton, B.C.

The new drive-in theatres in Alberta will feature all the latest developments in drive-in accessories and construction including car heaters.

Ottawa Correspondent In Hospital

Will McLaughlin, Ottawa correspondent of the Digest, has been hospitalized in Ottawa after an operation. Best wishes for a speedy recovery — Will; hope to see the "Capitol Story" being told again very soon.

Quebec Pioneers Hold Annual Meeting

On May 4th the members of the Canadian Picture Pioneers "Quebec Division" gathered together for a general meeting in Montreal. A lunch at the Brittany Room of the Mount Royal Hotel was followed by business sessions. Bill Singleton, President, presided, and the following speakers addressed the meeting: Ernest Quimet, oldest Pioneer in the Quebec division welcomed the new members. Phil Maurice, who was in charge of the day's activities and the plan of procedure gave an outline of the schedule for the day. Ike Sourkes, Secretary, read the minutes of the previous meeting and reported on the activities of the sub-committees. Will, familiarly called Willie, Elman, Treasurer, presented the financial report. Other speakers were Bill Lester, Louis Rosenbloom, Tom Dowbiggin, Tom Cleary. Out of town speakers, Harold Vance, Quebec City, Tom Trow, Three Rivers, Oscar Hanson, Toronto.

Following the business sessions, which closed at 5 p.m., the cocktail Room became the rendezvous and the Pioneers had an opportunity to swap stories and to visit until 7 p.m. when everyone left for Ruby Foo's to attend the Pioneer Dinner.

Among the members and guests

(*Continued on Page* 8)

AT THE PIONEERS' GET-TOGETHER

From left to right: M. M. Lawand—Confederation Amusements; Ike Rosenbloom—Montreal; N. N. Lawand—Montreal; Arthur Larente—Montreal.

From left to right: George Destounis—Murray Devaney—R.K.O. pictures; Jerry Charnoff—International; John Ganetakos—Vice-President United Amusements; Bill Trow—Montreal Posters; Jim Pearson—20th Century-Fox; Mort Prevost—Quebec Cinema Booking; Eddie Schrider—Quebec Cinema Booking; Len Jones—Standard Amusement Co.

Welcome-Brother-Welcome

(*Continued from Page* 1)

many European countries — objective trade.

Each year for as long as I can remember, and back further to the days when memory was of no importance to me, we have had a Canadian National Exhibition, a combination of the old-fashioned county fair and a streamlined extravaganza. The C.N.E. which is housed in Exhibition Park, is a permanent institution and reported to be the largest yearly national exhibition in the world.

Don't Sell Canada Short

Each year our city fathers become less insular and provincial. They are waking up to the meaning of trade and commerce and the necessity of selling Canada to the world.

Those who talk big and act small are no larger than their actions. A city can become as constipated as a human being, and you will agree that such a condition is not a healthy state of affairs.

Despite all the talk about the show we had last year at the Grandstand, it was good for this city to let its hair down — remember "Toronto The Good". Some said we should return to the good old days of the Grandstand show. Those were the days when horses did the lancers. I think that dancing the lancers is great fun for people, but why horses should do the lancers provokes a boring thought, don't you think so? Particularly with men in uniform sitting upon their backs.

Give me Olsen and Johnson, slapstick comedy — but money in the box-office; and, whether we like it or not, the Grandstand cost this city and its citizens a considerable sum of money; and we hate increased taxes and red figures. If we can laugh the red into black, is not that a happy solution?

Despite our occasional lapses from the sublime to the ridiculous, we do support two Symphony orchestras, and, night after night, we patronize, in season, the world's greatest concert artists who visit our city, year after year.

Festivals Are Fun

Our taste for the aesthetic has not been dulled, for in addition to our visiting artists, we are developing an Arts and Letters which is local and national in scope. At Toronto, we staged a Music Festival of national importance, a Ballet Festival of equal importance, and a Dominion Drama Festival as well. This year, at Ottawa, we had a Film Award Festival. It looks as if we are becoming sufficiently ambitious to add to these an International Drama Festival and an International Film Festival. What other countries can do, we can do if we have the vision and the foresight.

All nations have borrowed from each other; and if we borrow that which is good, such borrowing is of mutual advantage. Polonius cautions his son in "Hamlet", "neither a borrower nor a lender be", but all quotations are not infallible in their application despite the fame of those who fathered them.

We borrow paintings for exhibitions and we lend our own paintings, this exchange is good for the borrower and the lender. A nation which capitalizes the word Foreign, is itself a foreigner among nations. As Robert Flaherty said, on his recent visit to Toronto, "Even a thistle has honey, but it takes a bee to get it out". This quotation has a deeper significance than just to amuse.

Youth Must Be Served

We have now developed to that stage in Canada where we realize that "Man cannot live by bread alone". That is why Canadians have supported all these artistic efforts which have developed into the staging of National events. All these Cultural Events help to satisfy the yearning for self-expression, and to curb the Wanderlust spirit which always sees distant fields as greenest. We have an investment in our youth who have artistic inclinations, and we but conserve our investment when we supply the ways and the means to sustain them. We also preserve and expand our culture.

These Festivals have not only served a cultural and educational purpose, but they have also had a direct effect on the character of our nation and our people. They have melted Torontonians, from our city fathers to the masses. They have united us as a nation and have removed the icy mitt of isolationism.

The visit of the Westerners, who captured the Grey Cup in a Rodeo setting, performed a miracle in our city. Torontonians kicked up their weighted heels like Bronchos letting loose a chorus of inhibited whoopees which they had hidden under their belts for years. We not only ate the flap-jacks with as much relish as the natives of Calgary, but opened up our hearts and our hearths to dispense hospitality. Even our City Mayor rode upon a horse like a Western Messiah.

The Westerners went back home and told the folks how jovial, how friendly, how hospitable are the people of Toronto.

We felt so good about it that a lot of us wore the same kind of expression which a cat does, having licked up a saucer of cream. Being hospitable was an enjoyable experience, and we are endeavoring to retain this reputation, finding opportunities through the various Festivals which we have had. Here is Public Relations, public-spirited and in action. Who has time or thought for racial jealousies when Festivals bring together people of many towns and cities, people of many faiths and colours?

Films Do The Job

Motion Pictures have been performing such service for many years, the bringing together of people of all classes in their audiences and the bringing together of the inventive, the mechanical and artistic skills of all nations.

All motion pictures are not good, neither is all literature, drama, music, paintings, sculpture, architecture, but there is some greatness and some goodness in that which is presented, and that is why these have survived the rise and fall of civilizations.

I am including Motion Pictures, which is the youngest of the Arts and Letters, with the exception of Radio and the struggling Television Infant. I am including Motion Pictures because this Art and Industry has survived two World Wars, which have left us but a Remnant of Civilization, with which thing of shreds and patches we are weaving a Prophet's Mantle for the warmth of a new life.

We now approach the advent of our Tourist period, and if we treat and greet these Tourists in the same spirit as we have treated our Festivals, our return will be prodigal.

Please forgive the commercial note, but we need the influx of American dollars, and to go after them is not avarice, nor greed; it is not in poor taste providing the spenders get their money's worth in service and hospitality.

A Good Catchword

When we say, "Welcome-Brother-Welcome", let it signify to our visitors that it is well for them that they have come to us.

Nature has provided the lakes and rivers for fishing and for boating. Nature has provided rustic peace and scenic grandeur, a background of mountains, pine-trees, gardens and cooling breeze. Nature has provided stretches of sandy beaches for bathers. But we, the human element, must provide hospitality without which all that Nature has to offer will have no appeal

We, in Motion Pictures, should remember that thousands of tourists are in the habit of attending motion picture theatres in their own villages, towns and cities, and they will still patronize our motion picture theatres if we give them a personal welcome.

"Welcome - Brother - Welcome" — say it a few times just for practice. If you have forgotten the sound of this combination of words, talk yourself into the benefits of such hospitality, for good things can become as much of a habit as those which are not so good for us.

—THE EDITOR

LOST

4,727,272 potential customers for motion pictures in Canada, (mostly over 30); if FORTUNE MAGAZINE investigation published April which shows 40-million customer loss in U.S. is right for your territory. WHY? Industry passed up this good bet, it says there; either did not book or did not sell pictures which would have held lost audience . . . QUOTE lost audience has to do the work to find films it wants to see UNQUOTE.

FOUND

THE right answer. Some smart Canadian exhibitors found this one out four years before America's top-price business magazine joined ranks of box-office mourners. They bought, booked and SOLD British-made, Eagle-Lion product which brings in for them this mostly-over-30 or money-in-the-bank audience the other fellow is missing. Names on request.

BUSINESS OPPORTUNITIES

IF you haven't checked into this yet, check into it now. Get in touch with your nearest Eagle-Lion branch.

PERSONAL

WHEN you see an Eagle-Lion salesman, ask him to let you have a look at his personal break-down list which shows exactly how many families in your territory read Eagle-Lion's national pre-selling promotions EVERY WEEK IN THE YEAR. He has the figures. Have you?

Then ask him to let you see as soon as ready Eagle-Lion's tested check-chart which shows, picture by picture, how to fit your buying policy to your customer's buying policy; what groups to sell on what picture.

Pioneer Meeting

(*Continued from Page* 5)

were, Mike De Roussy — France Films; Harold Vance — Quebec; Charles Bourassa — Quebec Allied; Rudy Valee — Sherbrooke; Bill Lester — United Amusements; John Reidy — Loew's Montreal; John Levitt — Columbia Pictures; Sam Jacobs — Monogram; Joe Dorffman — United Artists; Bob Johnson—Eagle-Lion; I. E. Peters — George Champagne — Shawinigan Falls; Lloyd Pearson — Dominion Sound; Ken Hatton — United Amusement; Eddie English — 20th Century Fox; W. J. O'Neill — Toronto ; Ovila Cote — Lairet Theatre, Quebec; Frank Patenaude—Hollywood Theatre, Montreal; Ted Atkinson — Cardinal Films; Hector Hurteau — Monogram Pictures; Peter Lambert — Alliance Films; C. O. Hill—20th Century Fox — New York Office; Ike Sourkes — Montreal; Basil C. Salamis — George Panos — Melvin Cohen — Harry Burko — Louis Rosenbloom — Ben Garson, Montreal; Tom Cleary — Consolidated Theatres; Arthur Quintal — 20th Century Fox; Jacques Laroche — Montreal LaPresse — Rene Ilagie — Montreal; Walter Hoffman — Montreal; Eddie Facio—Rex, Lachute, Que. Charles Dentlebeck — Famous Players Canadian Corp. — Toronto; Romeo Vandette—Montreal; Luck Bleackley, Raymond Gauge — Cartier, Que.; — Leo Archambault — Empire, Que.; Johnny Genetakos, Confederated Theatres — Montreal; and all the gentlemen whose pictures appear in these pages. Also present at the do were Alex Adelman and Arthur Hirsch.

George Ganetakos, who was in fine form, talked to the Pioneers with an air of paternity, voicing his approval of the proposed plans in connection with the Benevolent Fund Campaign, but delivering some guiding bits of advice as to how to steer the course away from shoals.

MORE PIONEERS

Frank Hanley—St. Ann's Ward, Representing Mayor Houde; George Ganetakos—President and Managing Director of United Amusements; William Singleton—President of Canadian Picture Pioneers (Quebec Division); Oscar Hanson—Representing Ontario Pioneers; Ernest Ouimet—Honorary President of Canadian Picture Pioneers (Quebec Division).

Canadian Composer Scores Again

Louis Applebaum, Canadian Composer who did the music for "G.I. Joe" and "Tomorrow the World", is now in New York preparing the score for Louis de Rochemont's new feature film, "Lost Boundaries", which will be released in June.

De Rochemonts latest, an all-Eastern, non-studio production, is being made under the aegis of the newly-formed Reader's Digest-De Rochemont Corporation. The producer estimates that the picture would have cost $1,250,000 had he used studios, big-name stars, and the 200 sets which appear in the picture. Using 900 local people as extras and incorporating over 100 actual locations as sets, the cost of the film has been kept to $650,000.

Applebaum has had considerable experience with documentary - type films, having been on the staff of the National Film Board during the war-years. Currently, he is doing free-lance film scores and studying, with a view to writing symphonic music in the future.

Thompson & Huston Receive Pulitzer & One World Awards

For the first time in the history of moving pictures, the Pulitzer Prize Committee has recognized film scores by granting an award to Virgil Thompson who did the background music for "Louisiana Story".

The movies will also be recognized this year at the Annual One World Award presentation dinner where John Huston will receive a silver globe in recognition of efforts for world peace. Huston's latest film "We Were Strangers" will be released by Columbia in Canada in June.

RAY PRESENTS

(*Continued from Page* 3)

SOMERSET MAUGHAM'S, "Quartet" is now in its sixth week at the International Cinema, Toronto and looks as if it is good for another few weeks at least. Frank Fisher, Eagle-Lion, is looking very happy about it.

"The Guinea Pig", which opened at Towne Cinema, appears to have caught the fancy of Toronto theatregoers. Attendance is very good. The Embassy Theatre, Toronto, presented "Open City" Italian prize-winning film, starring Anna Magnani.

JOHNNY COHEN tells me that business must be very good, since he finds it difficult to meet all the demands for chinaware. Some exhibitors have told me that, if it had not been for Johnny, they would have been obliged to go to China.

The La Scala, Montreal, newly constructed foreign language theatre, opened its doors to the Montreal public on Saturday, May 7th. The opening attraction was "When Love Calls" starring Bechi, world-famous baritone. The picture is in Italian with English titles, an Alliance Films release. It will be held over for a second week.

May edition of Coronet features a story captioned "M-G-M — Mammoth of The Movies" and, as a sub-title, adds, "The world's foremost film factory rests on a firm foundation of glamour and talent". Watch complete story next week.

Maritime News

By A. L. FAIRWEATHER

PLANS are being finalized for the Film and Theatre Bowling Club's trip across the Bay of Funday to Digby and Annapolis Royal on June 11th. It is expected that about twenty-five or thirty will be in the party. Following arrival at Digby, buses will be taken for the drive to Annapolis where the party will visit the old Fort Anne, point of historic interest since it was the first white settlement on the continent. Returning to Digby, dinner will be partaken aboard the Princess Helene on its return trip to Saint John. Under the leadership of Walter R. Golding, a drawing to raise funds has been conducted by members. Great interest is being shown in the trip which will take the place of the usual banquet held at the close of the bowling season.

* * *

Visitors in Saint John recently have been Mr. and Mrs. V. McLauchlin of the Opera House, Newcastle, N.B., and Joe Le Blanc of the Capitol Theatre Shediac, N.B. R. Wheatley, auditor for Empire-Universal from Toronto, has been at the local office.

* * *

J. M. Franklin of the Franklin Herschorn Company has returned from his winter sojourn at Miami Beach, Florida, with Mrs. Franklin. They drove back to Saint John, stopping at many places en route. Mr. Franklin says he found much interest in Canada among those he met and he feels that the tourist season should be very good this year. Roads are being put in order in anticipation of much travel, particularly in Maine, and this should help New Brunswick. The many Canadian regulations rather bewilder United States citizens and the Franklins had to answer many questions regarding money arrangements. Herman Kerwin, manager of the Regent Theatre in Saint John drove the party home to Saint John.

* * *

Mrs. May Chittick, genial cashier of the Gaiety Theatre, Fairville, has returned to her duties following an absence caused by a motor accident while she was visiting in the United States.

* * *

It has been announced that the B. & L. Theatres will build a new theatre at Edmundston, N.B. this summer. M. Bernstein and J. Lieberman of &. & L. Theatres already operate the Capitol Theatre at Edmundston in their Maritime and Northern Maine Chain. The news came from Mrs. P. L. Alvernini, manager of the Capitol Theatre at Edmundston, N.B. It is stated that the new theatre will be near a new apartment house, The Normandy, and will be erected on land previously owned by Albert Herbert.

The Capitol Theatre , Saint John had only an afternoon show on May 11th as the theatre was engaged for a public meeting to hear Mr. St. Laurent, Prime Minister of Canada. A cavalcade of motors escorted the speaker to the theatre and prominent men and women of the Liberal party were seated on the stage.

* * *

A newspaper item tells of the activities if George Walters, manager of the Prince Edward and Capitol Theatres of Charlottetown, P.E.I. (Spencer Co. Ltd.), who is training boys from the various city schools for the Abegweit Amateur Athletic Association. There is a trip to Wolfville, N.S , School Track and Field Championships, May 27th and 28th, and Mr. Walters is helping to train the boys especially for this. The boys, under Mr. Walters' leadership, have made splendid showings in other years and brought much athletic honor to their trainer and Province.

* * *

Mr. and Mrs. N. Vassis have returned to their home in Saint John after a pleasant visit in Florida, where they were entertained by friends. Mr. Vassis is one of the owners of the Empire Theatre, Saint John.

* * *

Hamlet, the Eagle-Lion masterpiece, had a successful engagement at Fredericton following its showing in the Strand, Saint John. Showings at Sackvile, Amherst, and Halifax followed. The picture was booked for the Casino at Halifax, N.S.

The Saint John Valley two reeler at the Capitol Theatre, Saint John, was especially advertised while on the Capitol Theatre programme and drew many patrons. Local people were shown in the picture and the lovely scenes of the Saint John River were highly praised. It was shown with Columbia's "The Song of India".

* * *

Mrs. Horace Coles who has been head usher and ticket seller at the Strand Theatre, Saint John, for a number of years, is expecting a visit from her mother, Mrs. Levoir, who is here from England. Mrs. Coles has not seen her mother for thirty years and the grandmother will have to make the acquaintance of her grand - daughter, Miss Mary Coles. Miss Coles, who has been ill, is on the road to recovery friends will be glad to learn.

* * *

James Mitchell, manager of the Capitol Theatre, Saint John has become a member of the Kiwanis Club of that City.

* * *

For "Joan of Arc", F. Harrison Howe, manager of the Paramount Theatre, Saint John, arranged a tie-up with the Saint John News Company whose trucks displayed posters on the film, as well as a tie-up with a large store whose window displayed advertising with a tie-up for International Silver. Posters on the picture were sent into the country for twenty-five miles around and a newspaper, The New Freeman, ran a four column story on the picture of St. Joan. Radio was largely used.

TRADE HEADLINES

"Portrait of Jennie" Outgrosses "Duel In The Sun" First Week — Loew's Toronto — Held Over

●

New SRO Lineup — Selznick, President, Case, Vice-President, Deneau, Sales Manager

●

Ray Lewis and Mrs. S. Fine Sail Mauretania For Italy May 25th

●

ASCAP-TV Negotiations Break Down

●

20th-Fox 'Revises' It's "Firm Deal" Sales Policy

●

Anglo-American Film Council Reaches Amity After 2 Years

●

Korda Will Distribute Own in U.S.

●

SMPE Requests Exclusive TV Channels for Theatres

●

New Odeon Theatre at Ottawa Opens Friday

Vancouver News

By JACK DROY

YOUR correspondent made a trip with Odeon's Earl Hayter and visited their Fraser Valley theatres at Haney, Mission, and Abbotsford. All are within 50 miles of Vanvouver. This is the first time J-D has been up that way for 3 years. Noted that the chain have made many improvements in the small town spots. Business is reported good in all towns visited. The growth of the Valley is amazing; new homes are shooting up all over since the section was flooded out a year ago. Also noted that Sam Bannister is going ahead with a second theatre in Mission — it looks like a small seater. Sam's family sold the Victory Theatre to the Odeon Circuit 5 years ago. The Abbotsford Odeon which was badly damage by fire is now one of the finest small town Theatres in B.C., Also looked over the theatre being built at Aldergrove, 2 miles from the Abbotsford and the same distance from The Langley Prairie theatre, owned by Pete Barnes.

* * *

Judith Evelyn, former Vancouver radio actress, has signed with producer Irene M. Selznick to play the role of Blanche in the road company of Tennessee Williams' hit, "A Streetcar Named Desire". Judith was with CBC in Vancouver before going to the U.S.A.

* * *

Marion Smith, W-B billing clerk, married John Homenchuk, Saturday and will return to the film exchange after the honeymoon. Bill Clayton, projectionist at Odeon - West - Vancouver, was married to a local girl this week.

* * *

Film row visitors were Paul Gauthier, Rex, Quesnel; Les Toffee, Clova, Cloverdale; Sid Moskaluke, Cameo, Whalleys Corners; and Hymie Singer of the new Rio in Victoria.

* * *

Howard Fletcher, veteran B.C. exhibitor who sold his Hollyburn Theatre, West Vancouver will build a modern theatre in the Capilano district of the North Shore across from Vancouver. The section is a new township 3 miles from here, house will seat 450.

* * *

Garvin Studios are giving the Rex Theatre, recently acquired by George Brewerton from Alberta, a face-lifting which includes a complete new lobby and boxoffice.

* * *

Derek Inman, JARO manager for "Hamlet" road show in Western Canada, and Manager of the Vancouver Symphony, married Toddy May Beattie, a Vancouver Sun news writer and columnist and member of the Canadian Women's Press Club, this week.

Jack McCausland, Famous Players construction manager, and Bill Forward of Theatre Supply Company are away looking over the two new F.P. houses in the interior of B.C. at Chilliwack and Kelowna, which are expected to open in June. Both are 900 seaters.

* * *

Ivan Ackery, Orpheum manager and one of Vancouver's top exploiteers, is going all out for his coming attraction "Down To The Sea in Ships." His good looking usherettes are all dressed in sailor suits and doormen in naval uniforms. Lobby looks like the deck of a battleship. Window displays in downtown stores and a big press campaign also.

Al Jenkins, Plaza Theatre manager, won first prize in the Odeon's circuits gift tickets campaign for 1948, being over his quota set by the chain for his theatre.

* * *

Salmon Arm's "Salmar" Theatre is now in full operation, "Salmar" is a contraction of the words Salmon Arm. The house replaces the old Rex which will be demolished. Rex seated 260, new house 416. Kelly Hayter will manage the "Salmar".

* * *

Jimmy Davie, RKO Vancouver manager, is now covering the territory in an English automobile. He returned recently from a 2000 mile sales trip in his Austin and is really sold on the baby car.

Trans-Canada Showings

Use This Information As Your Guide On Release Dates

TORONTO

DOWNTOWN
"The Walking Hills" (Col.), with Randolph Scott and Ella Raines, and "Boston Blackie's Chinese Adventure".

EGLINTON-UNIVERSITY
"Mr. Belvedere Goes to College" (20th-Fox), with Clifton Webb and Shirley Temple.

IMPERIAL
"El Paso" (Para.), Cinecolor, with John Payne and Gail Russell.

LOEW'S
"Portrait of Jennie" (Int'l), with Jennifer Jones and Joseph Cotten.

ODEON-CARLTON
"All Over the Town" (EL), with Sarah Churchill and Norman Woodland.

SHEA'S
"The Undercover Man" (Col.), with Glenn Ford and Nina Foch.

TOWNE CINEMA
"The Guinea Pig" (Int'l), with Richard Attenborough and Sheila Sim.

UPTOWN
Second week. "Ma and Pa Kettle" (UI), with Marjorie Main and Percy Kilbride.

VICTORIA
"The Last of The Wild Horses" (Cardinal), and "S.O.S. Submarine" (Cardinal).

MONTREAL

CAPITOL
"Three Godfathers" (MGM), with John Wayne and Pedro Armendariz.

IMPERIAL
Second week. "The Unafraid" (UI), with Joan Fontaine and Burt Lancaster, and "Tuscan" (20th-Fox).

LOEW'S
"The New Adventures of Don Juan" (WB), Technicolor, with Errol Flynn and Viveca Lindfors.

LA SCALA
"When Love Calls" (Alliance).

ORPHEUM
Second week. "Song of India" (Col.), with Sabu and Gail Russell.

PALACE
"The Boy With Green Hair" (RKO), Technicolor, with Dean Stockwell.

PRINCESS
"Canadian Pacific" (20th-Fox), Cinecolor, with Randolph Scott and Jane Wyatt.

SAINT JOHN

CAPITOL
"Force of Evil" (MGM), with John Garfield, and "The Secret Land" (MGM).

PARAMOUNT
"Road House" (Para.), with Richard Widmark and Ida Lupino.

STRAND
"The Unafraid" (UI), with Joan Fontaine and Burt Lancaster.

WINNIPEG

CAPITOL
"The Accused" (Para.), with Loretta Young and Robert Cummings.

GAIETY
"The Return of October" (Col.), Technicolor, with Glenn Ford and Terry Moore.

GARRICK
"Tulsa" (Int'l), Technicolor, with Susan Hayward and Robert Preston.

MET
"The Kissing Bandit" (MGM), Technicolor, with Kathryn Grayson and Frank Sinatra.

ODEON
"Family Honeymoon" (UI), with Claudette Colbert and Fred MacMurray.

CALGARY

CAPITOL
"Joan of Arc" (RKO), Road Show.

GRAND
"My Dear Secretary" (UA), with Laraine Day and Kirk Douglas.

PALACE
"North West Mounted Police" (Para.), Technicolor, with Paulette Goddard and Preston Foster.

STRAND
"Song of Scheherazade" (UI), Technicolor, and "Pirates of Monterey" (UI).

VANCOUVER

CAPITOL
"Little Women" (MGM), Technicolor, with June Allyson and Peter Lawford.

ORPHEUM
"El Paso" (Para.), Cinecolor, with John Payne and Gail Russell.

PLAZA
"The Walking Hills" (Col.), with Randolph Scott and "Boston Blackie's Chinese Adventure."

STRAND
"Joan of Arc" (RKO), Technicolor, Road Show.

PARADISE
"Trouble Makers" (Mono.), and "Blondie's Secret" (Col.).

STUDIO
"Concert Magic" (Cardinal), with Yehudi Menuhin.

VOGUE
Second week. "Rogue's Regiment" (UI), with Dick Powell and Marta Toren.

31, 274

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